



# Cross The Threshold To Interactive Age Marketing

Building a Cohesive  
Marketing Program In  
the 21st Century

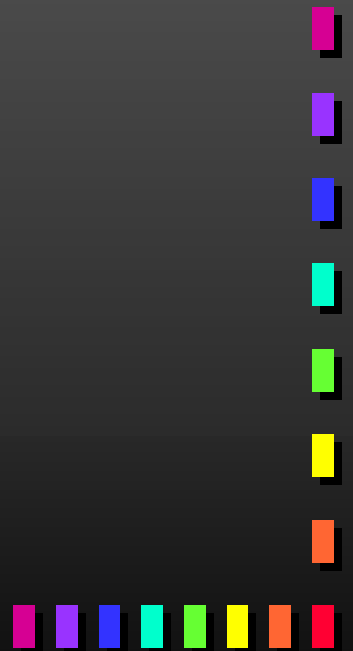
Donna Prestwood & Paul Schumann



“Even the wisest of them were at a hopeless disadvantage, for their only guide to sorting it out -- the only guide that anyone ever has -- was the past, and precedents are worse than useless when facing something entirely new”

William Manchester

A World Lit Only By Fire



# You Are Here!

- The Energizer Bunny Story
- A Bazaar of Tinkling Glass and Crashing Cymbals
- The Twilight Zone
- The Abyss of Change
- The Mountain of Sameness
- Things That Go Bump In the Night



# The Revolution

- A Fifty Year Transition
- Half Way Through the Transition
- Profound Shift in the Nature of Work, Business, and Organizations
- Last Shift of This Magnitude Was 200 Years Ago
- No One Is Safe -- Everyone Is Being Affected
- The Way That We Think About Things Will Forever Change



“We are finding ourselves disenchanted with our institutions and our leaders, frustrated with our work, and depressed over what we have to give up. Our dreams of what our future was to be die hard. We see clearly what we have to give up from our past as we are discovering what our present is really like. However, we cannot yet see what our future will be. Many of us have taken all this change personally, instead of understanding the global context in which all of this change is occurring.”

Donna Prestwood & Paul Schumann

“Seven Trends of the Interactive Age”

Executive Excellence, May 1996



# The Marketing Revolution

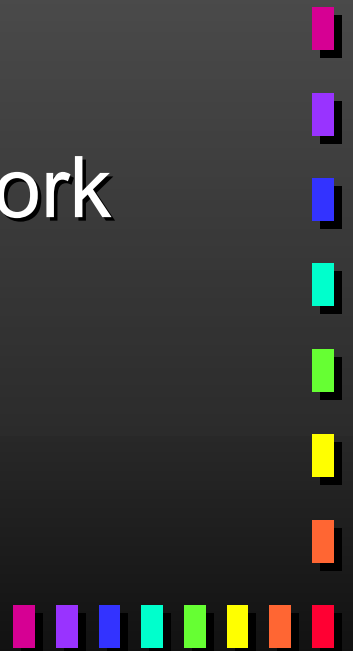
“We are in the midst of a revolution that is shaking the foundations of business. But this revolution is not just about the large scale change that you watch on the evening news. It is much more dramatic. This revolution will forever change the basic and most primal connection of business -- the relationship between the buyer and seller.”

Larry Wilson, Stop Selling -- Start Partnering



# The Seven Trends Shaping the Interactive Age

- The Global market
- Electronic Communication
- Reengineering
- Distance Learning
- Informatization of Work
- Values
- Changing Nature of Work



# The Emergence of the Global market

- In the global market customers, competitors and/or technology can come from any place in the world.
- The Driving forces for change can emanate from any where in the world.
- In this environment it is important for business to have the glocal vantage point.





# Increase In Electronic Communication

- Increased Interactivity

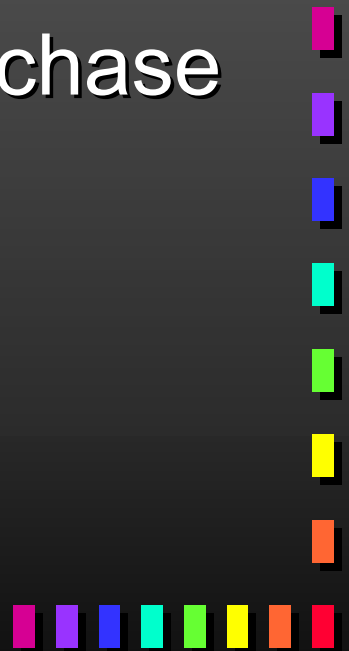
  - Past

  - Each Other

  - Potential Futures

- No More Secrets

- Knowledge Based Purchase Decisions



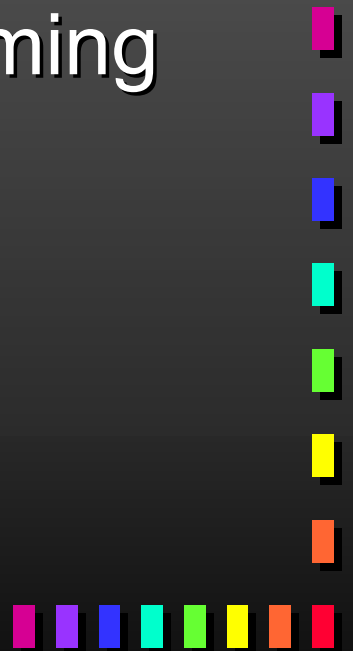
# The Reengineering of Organizations

- Restructuring of Organizations Will Continue
- Focus on Core Competencies
- Emphasis on Outsourcing
- Increase In the Amount and Difficulty of Interaction



# The Development of Distance Learning

- Just In Time Education
- User Focused
- Personal Performance Support Systems
- Telematics
- Demand For Programming



# The Completion of the Integration of Information Technologies Into Work

- A Four Stage Process
- 8 to 10 Year Cycle
- Full Productivity Not Achieved Until All Have progressed Through the Four Stages



# The Reemergence of Values

- The Result of Change
- Three Types in Organizations
  - Ethics
  - Quality
  - Vitality
- Imperative for Success
- Failure to Develop Will Result in a Leadership Crisis



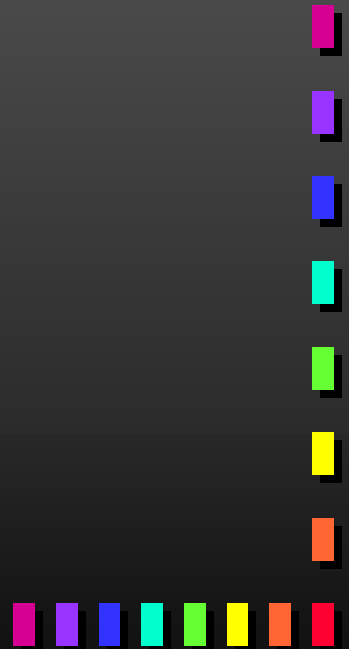
# The Changing Nature of Work

- Why Do We Work
- Our Unfolding Purpose in Life
- Reformulating Our Purpose



# The Five Elements of a Cohesive Marketing Plan

- Communication
- Education
- Incentives
- Support Systems
- Management Systems



# Communication

- The Presidents use of media - part of a campaign
  - Roosevelt - radio
  - Johnson - telephone
  - Reagan - TV
  - Computer?
- Print media - followed by a campaign
  - Silent Spring by Rachel Carson
- Spokes dudes
  - Chrysler - Iacocca
  - Wendy's - Dave?
  - Local business owners





# Education

- The successful program by Apple in the school systems to educate teachers and their students in the use of Apple computers
  - “Apple captured the world’s imagination, while IBM captured corporate America’s desk tops.”
  - John Sculley, President
  - Apple Computer
- Home improvement videos and classes
- Advent of the infomercial
- Demonstrations and samples



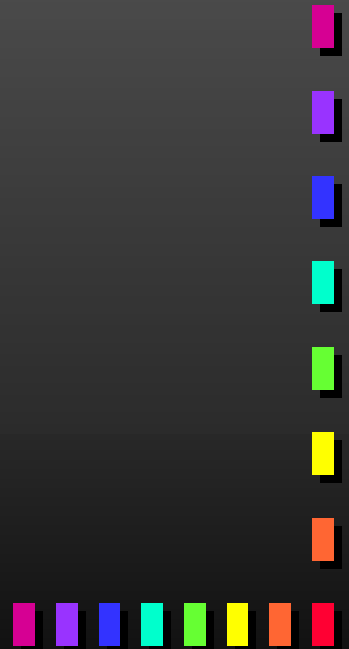
# Incentives

- Concept of lottery to incent people to give their money to the government
- Couponing
- Rebates
- Contests & sweepstakes
- Attractiveness & sex



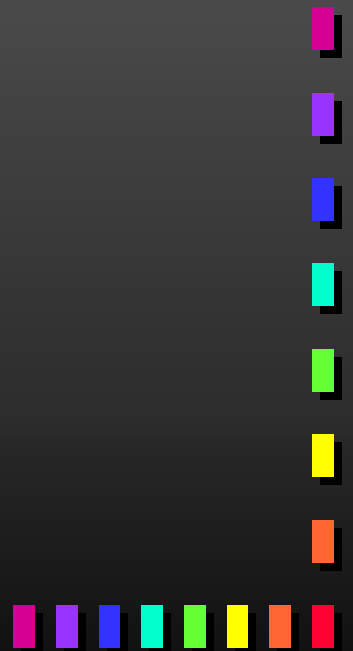
# Support Systems

- Ford & Firestone getting government to build roads
- FedEx tracking system
- 800 Numbers



# Management System

- United Way's public measurement
- TQM
- Malcolm Baldrige Award/ISO 9000
- Service



# Marketing Priorities

## ■ Communication

- Providing access to data
- Going from one way to interactive to conversation
- Handling negatives

## ■ Education

- Using distance learning technologies
- Providing ongoing support and service
- Customizing to cultures
- Continuously improving



# Marketing Priorities (cont.)

## ■ Incentives

- Sharing in the risk
- The comfort of an old friend

## ■ Support Systems

- Becoming far more important
- Appropriate use of technology
- Personalized
- Product service and service product

## ■ Management Systems

- The integration of marketing into the enterprise
- Criticality of measurements
- Marketing is war/competitive advantage is everything



# Other Implications for the Enterprise

“The years ahead will be years of rapid changes -- in technology, in markets and market segmentation, in consumer values and consumer behavior, in finance, in political and geographic realities, in economic and trade policies. They will therefore steadily make existing theories of the business obsolete. In fact, the most probable assumption is that no currently working business theory will be valid ten years hence -- at least not without major modifications. And yet few executives accept that turning around a company requires fundamental changes in the assumptions on which the business is being run. It requires a different business.”

Peter Drucker

Wall Street Journal. 2/2/93



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